

1967 CENSUS OF BUSINESS



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MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

WISCONSIN

1967 CENSUS
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U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS



The 1967 Census of Business reports will comprise eight volumes:

Vols. I, II, III, IV—Retail Trade
Vols. V, VI—Wholesale Trade
Vols. VII, VIII—Selected Services

Retail Trade reports are issued first as separate preprints and then brought together in the following volumes:

VOL. I. RETAIL TRADE, SUBJECT REPORTS

A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67-RS.

VOL. II. RETAIL TRADE, AREA STATISTICS

A U.S. summary chapter and chapters for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area. This volume consists of the area reports previously issued as series BC67-RA.

VOL. III. MAJOR RETAIL CENTERS

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67-MRC.

VOL. IV. RETAIL MERCHANDISE LINE SALES

A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67-MLS.

Issued May 1970

This report is a preprint of a corresponding chapter of Vol. III—Retail Trade, Major Retail Centers.

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RETAIL TRADE: MAJOR RETAIL CENTERS

WISCONSIN, BC67-MRC-49

U.S. Government Printing Office, Washington, D.C., 1970

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1967 CENSUS OF BUSINESS



BC67-MRC-49

MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

WISCONSIN



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
Rocco C. Siciliano, Under Secretary
Harold C. Passer, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS George Hay Brown, Director

Introduction

AUTHORITY AND SCOPE—The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

KINDS OF BUSINESS COVERED—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

AREAS COVERED—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

DELINEATION OF MAJOR RETAIL CENTERS—Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.

Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

1. Retail stores, total.
2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

CENSUS DISCLOSURE RULES—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

STANDARD METROPOLITAN STATISTICAL AREAS—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.¹

¹Executive Office of the President, Bureau of the Budget, **Standard Metropolitan Statistical Areas, 1967**, as amended January 15, 1968.

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN
STATISTICAL AREAS

Wisconsin

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GREEN BAY, WIS.

Standard Metropolitan Statistical Area



GREEN BAY, WIS.

City and Major Retail Centers

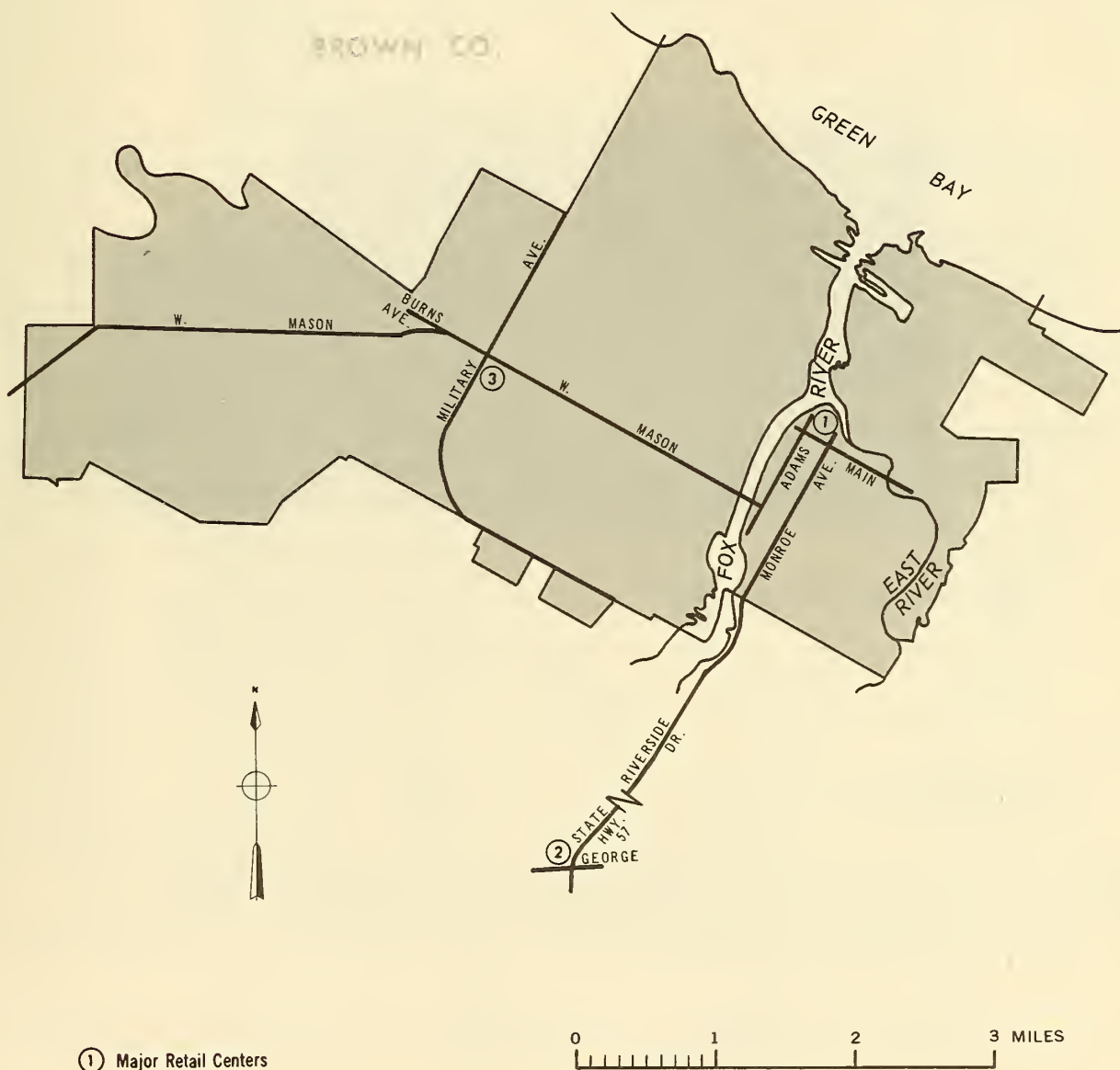


TABLE 1. Major Retail Centers in the SMSA: 1967

GREEN BAY SMSA — Coextensive with Brown County, Wis.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers--(see descriptions below)		
			No. 1	No. 2	No. 3
	RETAIL STORES, TOTAL: ¹				
	NUMBER.	1 308	223	28	15
	SALES \$1,000. . .	243 136	70 908	2 469	14 686
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER.	628	75	15	3
	SALES \$1,000. . .	75 709	9 155	679	(D)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER.	196	78	9	8
	SALES \$1,000. . .	76 785	34 572	1 374	10 681
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER.	484	70	4	4
	SALES \$1,000. . .	90 642	27 181	416	(O)
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	1 308	223	28	15
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	75	6	2	1
5251	HARDWARE STORES	20	1	2	-
52 EX. 5251	OTHER	55	5	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	50	9	2	4
531	DEPARTMENT STORES	11	3	1	2
533	VARIETY STORES	12	4	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	27	2	-	1
54	FOOD STORES	167	6	-	1
55 EX. 554	AUTOMOTIVE DEALERS.	60	14	-	1
55 PT. (554)	GASOLINE SERVICE STATIONS	161	12	1	2
56	APPAREL AND ACCESSORY STORES.	75	45	4	3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	34	23	-	1
562	WOMEN'S READY-TO-WEAR STORES.	21	16	-	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	41	23	4	2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	71	24	3	1
5712	FURNITURE STORES.	28	11	1	-
OTHER 571	HOME FURNISHING STORES.	11	2	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	32	11	2	1
58	EATING AND DRINKING PLACES.	431	64	14	1
5812	EATING PLACES	145	29	5	-
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	286	35	9	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	30	5	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	188	38	1	-
592	LIQUOR STORES	29	4	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	18	6	-	-
597	JEWELRY STORES.	15	6	-	-
5992	FLORISTS.	9	2	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

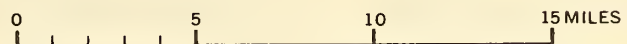
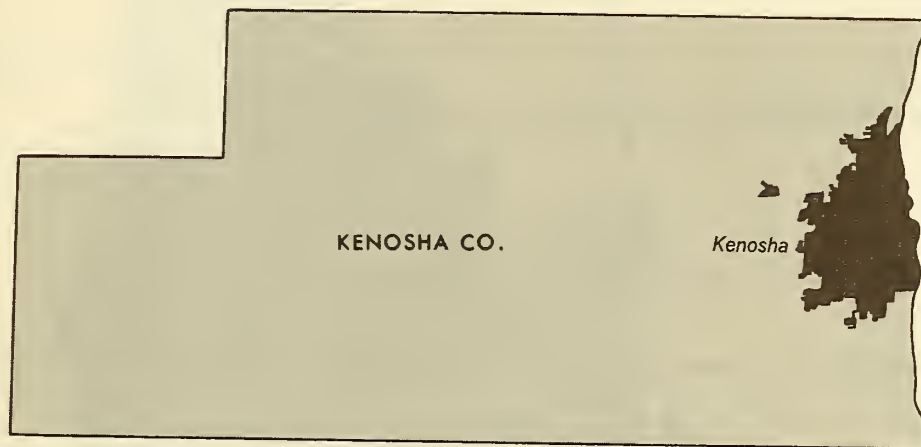
MRC No. 1 Includes the establishments in the area bounded by Fox River, East River, Pine St., Quincy, Doty, Jefferson, Crooks, Adams and E. Mason Sts. (Green Bay city) Tract 10

MRC No. 2 Includes establishments on Broadway from Williams St. to Charles St. (De Pere)

MRC No. 3 Includes planned center known as "Green Bay Plaza" and establishments at the intersection of Military Ave. S. (Hwy. No. 41) and W. Mason St. (Hwy. No. 54). (Green Bay)

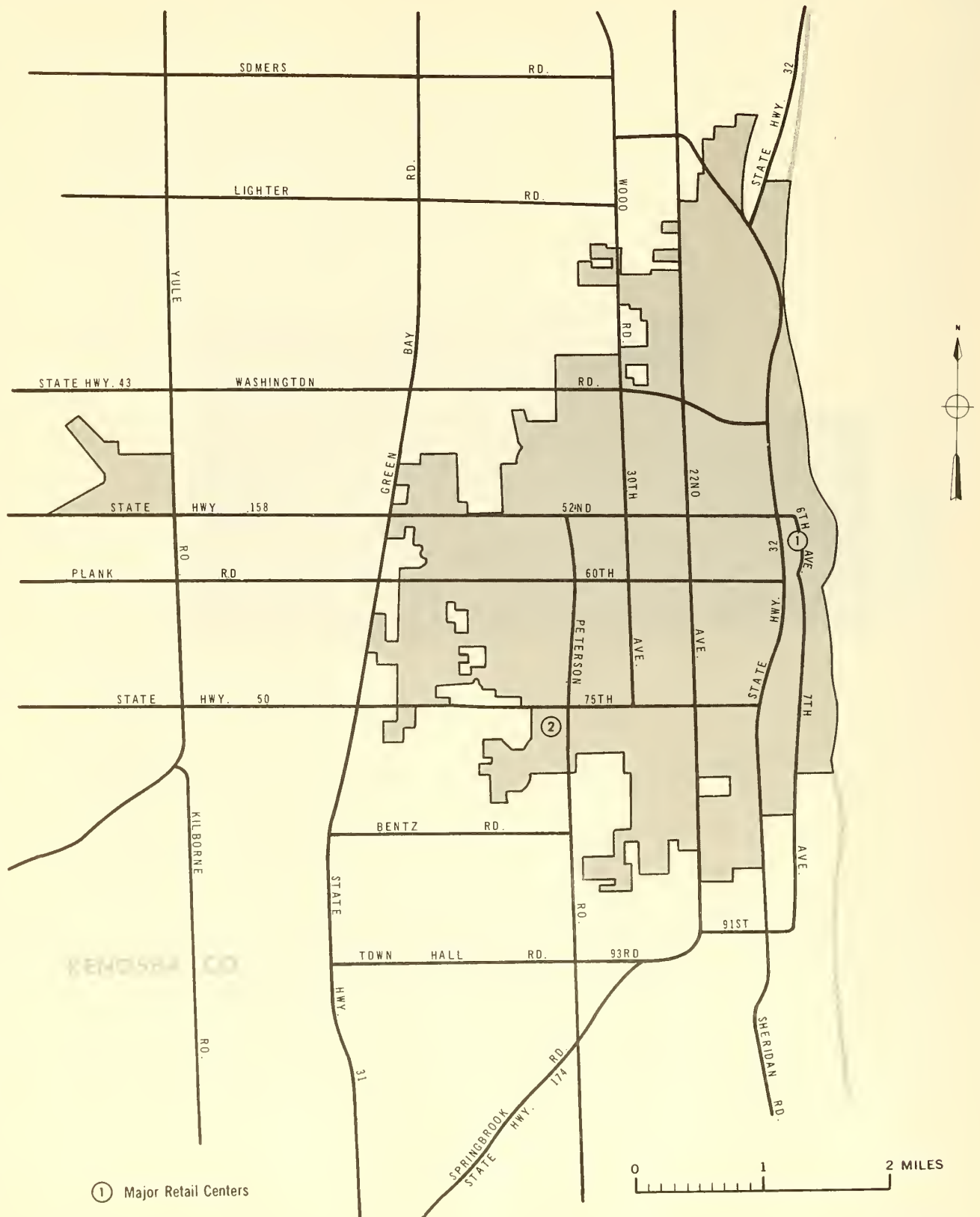
KENOSHA, WIS.

Standard Metropolitan Statistical Area



KENOSHA, WIS.

City and Major Retail Centers



① Major Retail Centers

TABLE 1. Major Retail Centers in the SMSA: 1967

KENOSHA SMSA—Coextensive with Kenosha County, Wis.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	968	126	13
	SALES \$1,000. .	147 247	26 737	9 850
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	480	40	2
	SALES \$1,000. .	58 044	4 822	(D)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	118	42	8
	SALES \$1,000. .	36 268	11 179	7 272
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	370	44	3
	SALES \$1,000. .	52 935	10 736	(D)
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	968	126	13
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS.	48	3	-
5251	HARDWARE STORES	19	1	-
52 EX. 5251	OTHER	29	2	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	24	5	3
531	DEPARTMENT STORES	6	2	1
533	VARIETY STORES.	7	2	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	11	1	1
54	FOOD STORES	153	8	1
55 EX. 554	AUTOMOTIVE DEALERS.	54	10	1
55 PT. (554)	GASOLINE SERVICE STATIONS	127	6	-
56	APPAREL AND ACCESSORY STORES.	49	24	5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	23	13	2
562	WOMEN'S READY-TO-WEAR STORES.	16	9	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	26	11	3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	45	13	-
5712	FURNITURE STORES.	10	4	-
OTHER 571	HOME FURNISHING STORES.	7	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES.	28	8	-
58	EATING AND DRINKING PLACES.	302	29	-
5812	EATING PLACES	118	14	-
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	184	15	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	25	3	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	141	25	2
592	LIQUOR STORES	17	1	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	11	2	-
597	JEWELRY STORES.	9	7	-
5992	FLORISTS.	11	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: 52nd, Sheridan Rd., 51st, 8th Ave., 49th, 7th Ave., 50th, Kenosha Harbor, Lake Michigan, 60th extended, 60th, 7th Ave., 59th Pl., 8th Ave., 60th, Sheridan Rd., 61st, C. & N.W. R.R., 59th, 10th Ave. and 57th.

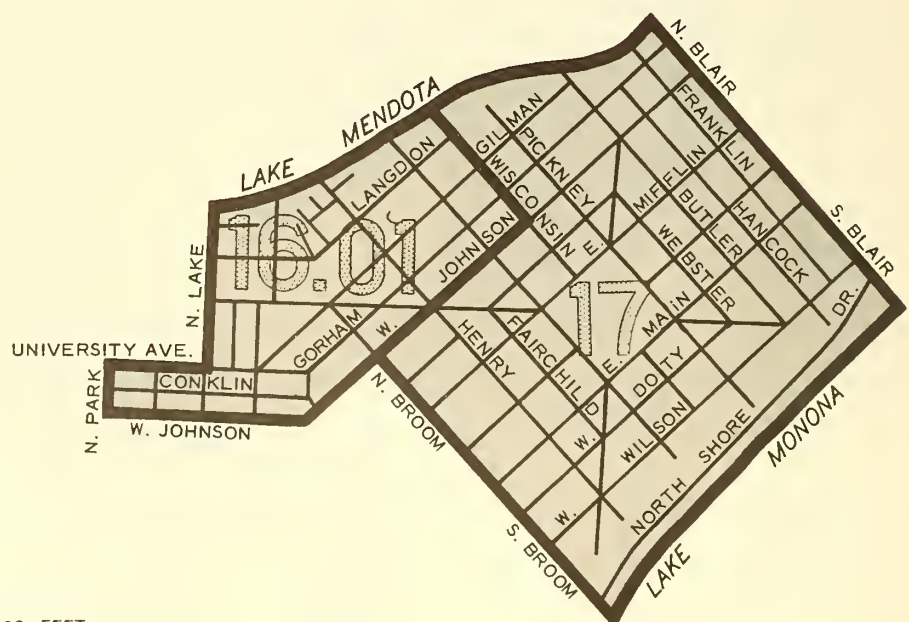
MRC No. 2 Includes the planned center known as "Pershing Plaza" and establishments on the west side of Pershing Blvd. from 75th St. to 78th St. (Kenosha)

MADISON, WIS.

Standard Metropolitan Statistical Area and Central Business District



0 5 10 15 MILES

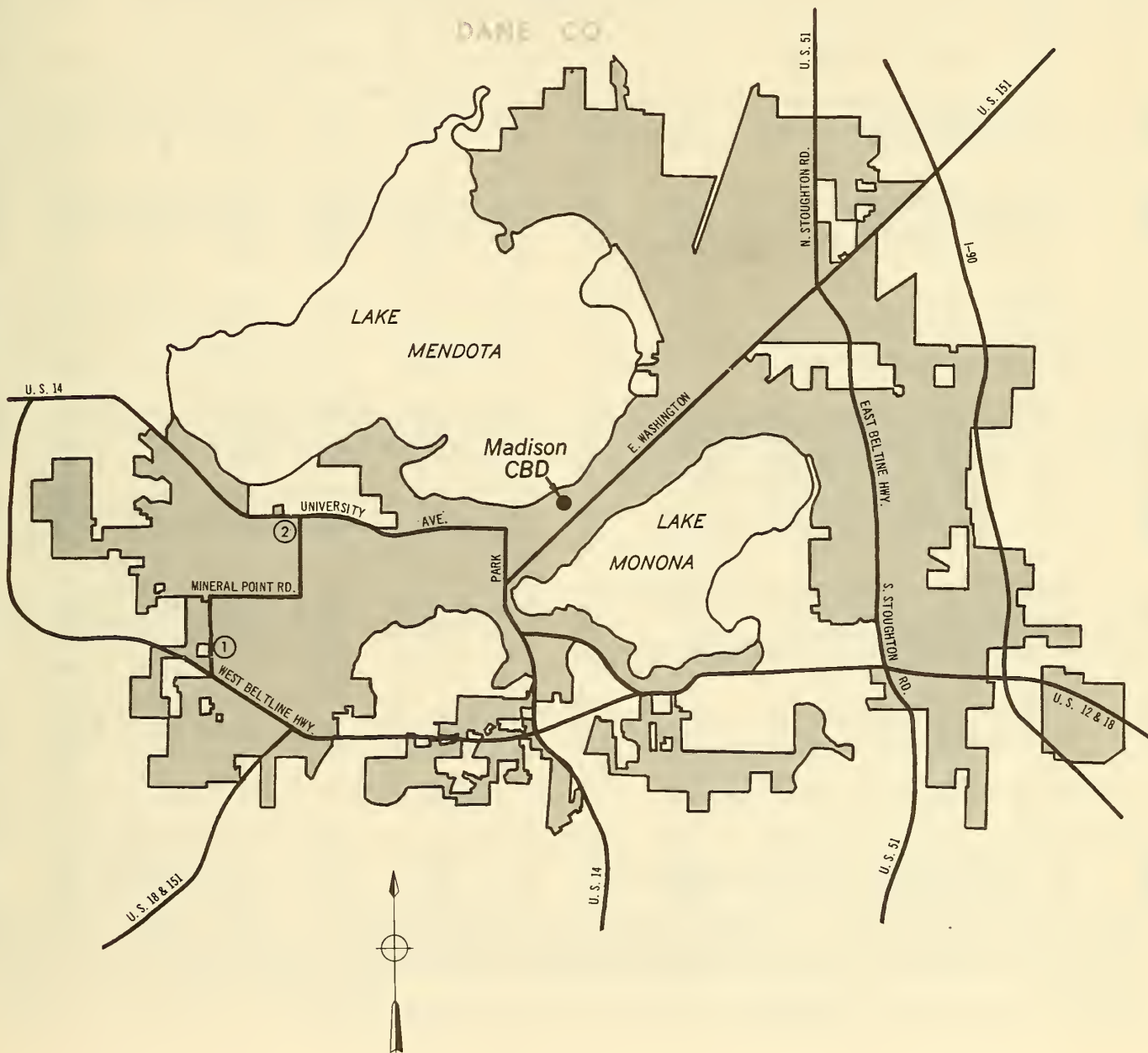


Comprising Census Tracts
16.01 and 17

0 1000 2000 3000 FEET

MADISON, WIS.

City and Major Retail Centers



- Central Business District
- ① Major Retail Centers

0 1 2 3 4 MILES

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	289	68 780	12 133	3 611	311	65 607	11 274
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	4	(D)	(D)	(D)	10	3 484	755
5251	HARDWARE STORES.	1	(D)	(D)	(D)	2	(D)	(D)
52 EX. 5251	OTHER.	3	(D)	(D)	(D)	8	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	13	16 354	2 942	991	9	14 243	2 631
531	DEPARTMENT STORES.	3	10 378	2 006	682	5	12 672	2 339
533	VARIETY STORES	3	1 478	260	100	3	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	7	4 498	676	209	1	(D)	(D)
54	FOOD STORES.	23	3 457	424	144	24	4 011	469
55 EX. 554	AUTOMOTIVE DEALERS	6	(D)	(D)	(D)	8	8 325	765
55 PT.(554)	GASOLINE SERVICE STATIONS.	8	908	106	38	7	716	87
56	APPAREL AND ACCESSORY STORES	49	14 406	2 407	578	62	12 966	2 360
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	20	6 818	819	208	26	6 219	1 195
562	WOMEN'S READY-TO-WEAR STORES	11	3 757	656	154	13	3 071	543
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	29	7 588	1 588	370	36	6 747	1 165
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	15	5 210	842	191	18	4 619	801
565	FAMILY CLOTHING STORES ³	1	(D)	(D)	(D)	1	(D)	(D)
566	SHOE STORES ³	9	1 281	(D)	(D)	16	1 485	268
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	-	-	-	-	1	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	27	8 641	1 440	269	27	4 342	714
5712	FURNITURE STORES	6	2 125	386	65	7	1 648	259
OTHER 571	HOME FURNISHINGS STORES.	5	338	99	31	8	712	146
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	16	6 178	955	173	12	1 982	309
58	EATING AND DRINKING PLACES	92	8 570	2 156	934	84	7 450	1 747
5812	EATING PLACES.	63	6 493	1 774	759	52	5 342	1 405
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	29	2 077	382	175	32	2 108	342
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	10	4 488	784	241	10	3 327	634
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	55	6 145	1 146	287	70	6 743	1 112
592	LIQUOR STORES.	4	616	(D)	(D)	3	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	3	(D)	(D)	(D)	4	(D)	(D)
597	JEWELRY STORES	7	1 245	274	54	15	1 244	261
5992	FLORISTS	2	(D)	(D)	(D)	4	552	190

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^TRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	1 236	322 862	(D)	(D)	1 132	240 721	31 688
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	49	14 069	1 798	334	45	9 607	1 525
5251	HARDWARE STORES.	12	2 358	(D)	(D)	15	2 299	285
52 EX. 5251	OTHER.	37	11 711	(D)	(D)	30	7 308	1 240
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	50	63 202	8 941	2 784	29	43 879	5 963
531	DEPARTMENT STORES.	10	(D)	(D)	(D)	13	(D)	(D)
533	VARIETY STORES	12	4 698	846	288	9	2 793	518
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	27	(D)	(D)	(D)	7	(D)	(D)
54	FOOD STORES.	164	51 874	4 684	1 344	134	38 317	3 242
55 EX. 554	AUTOMOTIVE DEALERS	47	61 254	6 377	968	57	48 890	4 717
55 PT.(554)	GASOLINE SERVICE STATIONS.	167	19 703	2 029	736	167	16 934	1 599
56	APPAREL AND ACCESSORY STORES	90	24 454	3 760	971	99	18 653	3 215
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	34	11 853	1 776	471	36	8 007	1 466
562	WOMEN'S READY-TO-WEAR STORES	20	6 003	(D)	(D)	17	3 740	642
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	56	12 601	1 984	500	63	10 646	1 749
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	22	7 176	1 166	252	25	6 341	1 083
565	FAMILY CLOTHING STORES ³	5	(D)	(D)	(D)	3	(D)	(D)
566	SHOE STORES ³	21	3 483	528	147	29	3 236	539
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	3	(D)	(D)	(D)	6	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	86	19 828	3 072	615	80	10 649	1 664
5712	FURNITURE STORES	21	4 425	(D)	(D)	22	4 347	639
OTHER 571	HOME FURNISHINGS STORES.	21	3 101	(D)	(D)	23	2 330	440
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	44	12 302	1 645	319	35	3 972	585
58	EATING AND DRINKING PLACES	325	29 371	6 679	2 821	302	22 220	4 924
5812	EATING PLACES.	200	21 167	5 372	2 268	177	15 179	3 888
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	125	8 204	1 307	553	125	7 041	1 036
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	42	13 424	(D)	(D)	44	10 710	1 971
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	216	25 683	3 515	816	175	20 862	2 868
592	LIQUOR STORES.	40	5 278	276	71	26	3 119	172
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	18	2 484	244	43	12	887	116
597	JEWELRY STORES	13	1 508	305	60	20	1 445	281
5992	FLORISTS	10	1 099	272	118	11	956	264

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

MADISON SMSA - Coextensive with Dane County, Wis.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	2 180	471 198	59 757	16 634	1 955	339 698	41 650
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	132	42 263	4 897	844	126	24 875	3 499
5251	HARDWARE STORES.	39	4 514	506	160	41	4 199	530
52 EX. 5251	OTHER.	93	37 749	4 391	684	85	20 676	2 969
53 PART	GENERAL MERCHANDISE GROUP STORES ²	86	68 274	9 609	3 017	55	49 344	6 758
531	DEPARTMENT STORES.	r11	r47 577	r6 726	r2 067	14	42 058	5 644
533	VARIETY STORES	23	6 136	(D)	(O)	19	4 159	706
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	51	8 561	(O)	(D)	22	3 127	408
54	FOOD STORES.	285	85 411	7 416	2 196	274	65 064	5 170
55 EX. 554	AUTOMOTIVE DEALERS	109	81 738	8 315	1 340	102	62 785	5 673
55 PT.(554)	GASOLINE SERVICE STATIONS.	304	35 073	3 242	1 148	279	25 603	2 303
56	APPAREL AND ACCESSORY STORES	115	26 943	4 113	1 060	125	20 811	3 433
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	42	12 342	1 847	488	41	8 390	1 512
562	WOMEN'S READY-TO-WEAR STORES	25	6 245	976	228	22	4 123	688
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	73	14 601	2 266	572	84	12 421	1 921
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	26	7 949	1 274	271	30	6 967	1 135
565	FAMILY CLOTHING STORES ³	7	2 337	361	119	8	1 200	136
566	SHOE STORES ³	27	3 874	597	166	38	3 871	614
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	6	222	34	16	8	383	36
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	126	24 486	4 014	787	130	14 448	2 172
5712	FURNITURE STORES	40	6 267	1 133	184	46	6 039	772
OTHER 571	HOME FURNISHINGS STORES.	28	4 270	1 006	239	29	3 190	654
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	58	13 949	1 875	364	55	5 219	746
58	EATING AND DRINKING PLACES	575	45 217	9 950	4 200	504	31 188	6 529
5812	EATING PLACES.	316	32 211	8 074	3 376	260	19 915	5 030
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	259	13 006	1 876	824	244	11 273	1 499
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	72	18 102	3 170	931	73	13 967	2 413
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	376	43 691	5 031	1 111	287	31 613	3 700
592	LIQUOR STORES.	57	7 058	366	104	40	4 266	253
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	32	3 049	300	53	22	1 091	138
597	JEWELRY STORES	24	1 870	321	65	28	1 592	286
5992	FLORISTS	15	(D)	(D)	(D)	16	1 096	271

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	4.8	34.1	38.7	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	(D)	46.4	69.9	(D)	4.3	9.0
5251	HARDWARE STORES	(D)	2.6	7.5	(D)	0.7	1.0
52 EX. 5251	OTHER	(D)	60.2	82.6	(D)	3.6	8.0
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	14.8	44.0	38.4	23.8	19.6	14.5
531	DEPARTMENT STORES	-18.1	31.9	27.4	15.1	(D)	11.4
533	VARIETY STORES	(D)	68.2	47.5	2.2	1.5	1.3
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	(D)	375.6	173.8	6.5	(D)	1.8
54	FOOD STORES	-13.8	35.4	31.3	5.0	16.1	18.1
55 EX. 554	AUTOMOTIVE DEALERS.	(D)	25.3	30.2	(D)	19.0	17.3
55 PT.(554)	GASOLINE SERVICE STATIONS	26.8	16.3	37.0	1.3	6.1	7.4
56	APPAREL AND ACCESSORY STORES.	11.1	31.1	29.5	20.9	7.6	5.7
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	9.6	48.0	47.1	9.9	3.7	2.6
562	WOMEN'S READY-TO-WEAR STORES	22.3	60.5	51.5	5.5	1.9	1.3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	12.5	18.4	17.5	11.0	3.9	3.1
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	99.0	86.2	69.5	12.6	6.1	5.2
5712	FURNITURE STORES.	28.9	1.8	3.8	3.1	1.4	1.3
OTHER 571	HOME FURNISHINGS STORES	-52.5	33.1	33.8	0.5	0.9	0.9
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	211.7	209.7	167.3	9.0	3.8	3.0
58	EATING AND DRINKING PLACES.	15.0	32.2	45.0	12.5	9.1	9.6
5812	EATING PLACES	21.5	39.4	61.7	9.5	6.6	6.8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-1.5	16.5	15.4	3.0	2.5	2.8
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	34.9	25.3	29.6	6.5	4.1	3.9
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	-8.9	23.1	38.2	8.9	8.0	9.3
592	LIQUOR STORES	(D)	69.2	65.4	0.9	1.6	1.5
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	(D)	180.0	179.5	(D)	0.8	0.6
597	JEWELRY STORES.	0.1	4.3	17.5	1.8	0.5	0.4
5992	FLORISTS.	(D)	14.9	(D)	(D)	0.3	(D)

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ¹Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	21.3	14.6
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	(D)	(D)
5251	HARDWARE STORES	(D)	(D)
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	25.9	24.0
531	DEPARTMENT STORES	(D)	19.4
533	VARIETY STORES.	31.5	24.1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	52.5
54	FOOD STORES	6.7	4.0
55 EX. 554	AUTOMOTIVE DEALERS.	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS	4.6	2.6
56	APPAREL AND ACCESSORY STORES.	58.9	53.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	57.5	55.2
562	WOMEN'S READY-TO-WEAR STORES.	62.6	60.2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	60.2	52.0
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	72.6	65.5
565	FAMILY CLOTHING STORES ³	(D)	(D)
566	SHOE STORES ³	36.8	33.1
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	43.6	35.3
5712	FURNITURE STORES.	48.0	33.9
OTHER 571	HOME FURNISHINGS STORES	10.9	7.9
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	50.2	44.3
58	EATING AND DRINKING PLACES.	29.2	19.0
5812	EATING PLACES	30.7	20.2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	25.3	16.0
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	33.4	24.8
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	23.9	14.1
592	LIQUOR STORES	11.7	8.7
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	82.6	66.6
5992	FLORISTS.	(D)	(D)

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)	
				No. 1	No. 2
	RETAIL STORES, TOTAL: ¹				
	NUMBER.	2 180	289	26	33
	SALES \$1,000. .	471 198	68 780	16 109	17 101
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER.	932	125	7	8
	SALES \$1,000. .	148 730	16 515	4 217	2 938
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER.	327	91	10	14
	SALES \$1,000. .	119 703	39 401	10 149	12 227
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER.	921	73	9	11
	SALES \$1,000. .	202 765	12 864	1 743	1 936
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	2 180	289	26	33
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	132	4	3	2
5251	HARDWARE STORES	39	1	1	-
52 EX. 5251	OTHER	93	3	2	2
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	86	13	4	4
531	DEPARTMENT STORES	12	3	3	1
533	VARIETY STORES.	23	3	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	51	7	-	2
54	FOOD STORES	285	23	5	2
55 EX. 554	AUTOMOTIVE DEALERS.	109	6	-	1
55 PT. (554)	GASOLINE SERVICE STATIONS	304	8	1	2
56	APPAREL AND ACCESSORY STORES.	115	49	5	9
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	42	20	2	4
562	WOMEN'S READY-TO-WEAR STORES.	25	11	1	3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	73	29	3	5
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	126	27	1	1
5712	FURNITURE STORES.	40	6	-	-
OTHER 571	HOME FURNISHING STORES.	28	5	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	58	16	1	1
58	EATING AND DRINKING PLACES.	575	92	1	5
5812	EATING PLACES	316	63	1	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	259	29	-	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	72	10	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	376	55	5	6
592	LIQUOR STORES	57	4	1	1
595	SPORTING GOODS STORES, BICYCLE SHOPS.	32	3	1	1
597	JEWELRY STORES.	24	7	-	1
5992	FLORISTS.	15	2	-	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC NO. 1. Includes the planned center known as "Westgate" and establishments on Gilbert Rd. from Odena Rd. to Tokay Blvd. (Madison and Dane Co.)

MRC NO. 2. Includes the planned center known as "Hilldale" and establishments in the area bounded by: University Ave., N. Midvale Blvd., Vernon Blvd. and N. Segoe Rd. (Madison)

1967



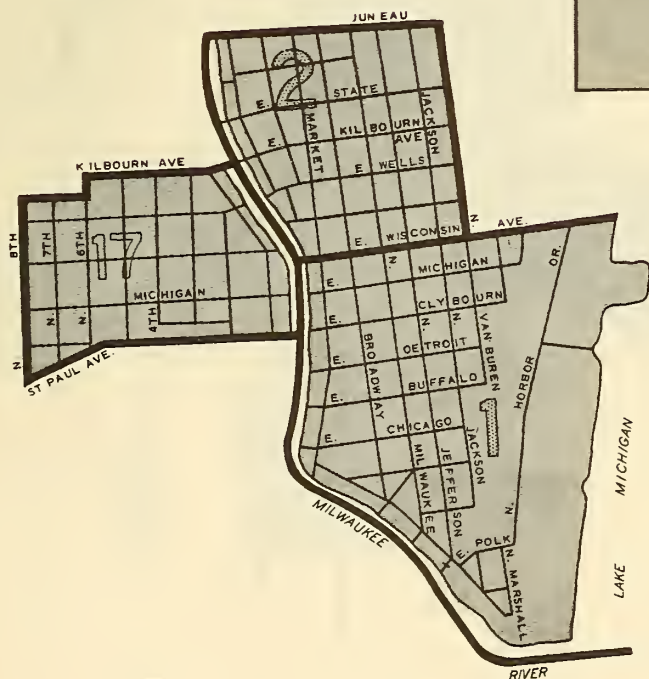
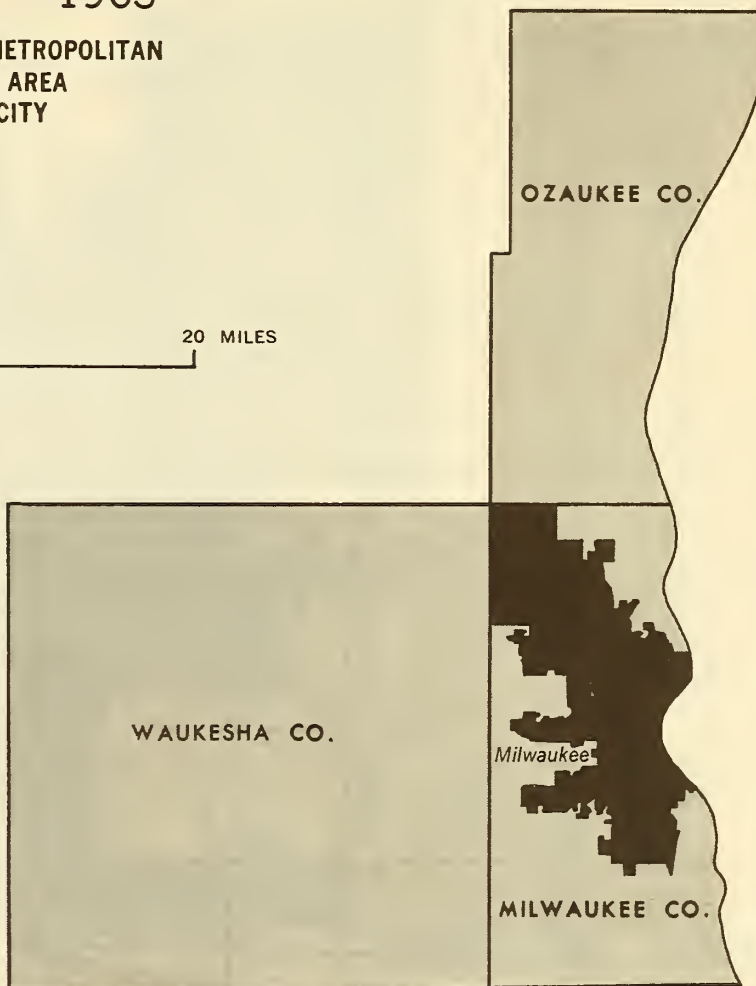
MILWAUKEE, WIS.

Standard Metropolitan Statistical Area and Central Business District

1963

STANDARD METROPOLITAN
STATISTICAL AREA
& CENTRAL CITY

0 10 20 MILES



CENTRAL BUSINESS DISTRICT

Comprising Census Tracts 1, 2, and 17

0 1000 2000 3000 FEET

MILWAUKEE, WIS.

City and Major Retail Centers

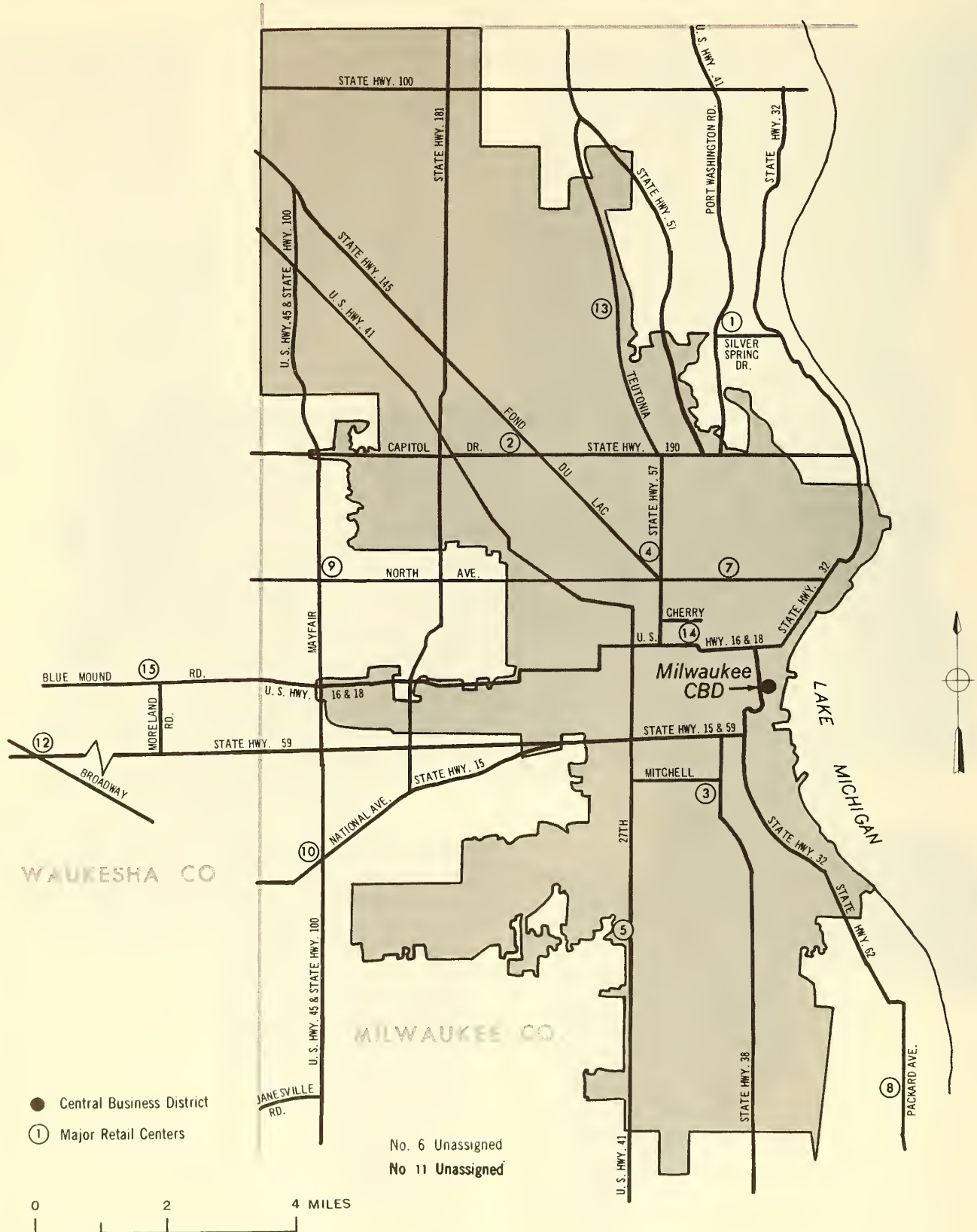


TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	450	161 281	35 792	9 154	559	148 374	31 821
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	1	(D)	(D)	(D)	3	344	56
5251	HARDWARE STORES.	1	(D)	(D)	(D)	1	(D)	(D)
52 EX. 5251	OTHER.	-	-	-	-	2	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	12	69 803	18 945	4 325	17	69 154	16 369
531	DEPARTMENT STORES.	4	64 433	17 766	4 002	4	62 582	15 166
533	VARIETY STORES	4	(D)	(D)	(D)	4	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . .	4	(D)	(D)	(D)	9	(D)	(D)
54	FOOD STORES.	20	3 264	389	146	31	1 470	191
55 EX. 554	AUTOMOTIVE DEALERS	6	(D)	(D)	(D)	5	7 928	699
55 PT.(554)	GASOLINE SERVICE STATIONS.	9	1 139	268	56	14	1 460	261
56	APPAREL AND ACCESSORY STORES	92	26 833	5 133	1 353	122	24 794	4 780
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	38	15 017	2 977	836	50	12 048	2 359
562	WOMEN'S READY-TO-WEAR STORES	24	11 602	2 402	716	26	8 690	1 735
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	54	11 816	2 156	517	72	12 746	2 421
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	13	5 021	778	196	19	5 838	1 058
565	FAMILY CLOTHING STORES ³	2	(D)	(D)	(D)	6	1 800	339
566	SHOE STORES ³	22	4 752	886	207	28	4 410	793
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	11	815	(D)	(D)	19	698	231
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	28	14 016	2 282	419	29	10 017	1 478
5712	FURNITURE STORES	9	8 999	1 502	235	9	5 812	908
OTHER 571	HOME FURNISHINGS STORES.	7	1 788	418	98	10	1 272	298
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	12	3 229	362	86	10	2 933	272
58	EATING AND DRINKING PLACES	149	18 406	4 821	1 994	183	18 057	5 535
5812	EATING PLACES.	94	14 439	3 912	1 669	120	14 318	4 781
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	55	3 967	909	325	63	3 739	754
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	14	4 080	668	177	17	2 543	403
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	119	13 121	2 418	561	138	12 607	2 049
592	LIQUOR STORES.	4	866	57	16	7	1 015	100
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	1	(D)	(D)	(D)	4	843	113
597	JEWELRY STORES	22	3 617	580	102	22	3 222	458
5992	FLORISTS	3	334	77	18	3	301	72

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	6 019	1 241 105	167 358	44 878	6 439	1 047 947	133 803
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	191	31 785	4 735	865	223	28 723	3 978
5251	HARDWARE STORES.	74	9 373	1 469	336	106	9 995	1 411
52 EX. 5251	OTHER.	117	22 412	3 266	529	117	18 728	2 567
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	152	235 539	39 312	10 199	140	200 571	31 662
531	DEPARTMENT STORES.	24	203 982	34 390	8 550	19	166 997	26 972
533	VARIETY STORES	61	17 463	3 168	1 134	66	16 497	3 066
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	67	14 094	1 754	515	55	17 077	1 624
54	FOOD STORES.	923	280 685	25 952	7 325	1 099	240 513	20 900
55 EX. 554	AUTOMOTIVE DEALERS	203	208 804	21 488	3 137	204	182 046	17 347
55 PT.(554)	GASOLINE SERVICE STATIONS.	640	72 546	7 194	2 482	695	63 297	6 399
56	APPAREL AND ACCESSORY STORES	338	77 603	13 220	3 747	403	59 045	9 915
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	132	37 213	6 761	2 042	138	28 395	4 961
562	WOMEN'S READY-TO-WEAR STORES	81	30 383	5 722	1 783	72	22 218	3 940
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	206	40 390	6 459	1 705	265	30 650	4 954
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	53	16 682	2 676	706	68	11 707	1 936
565	FAMILY CLOTHING STORES ³	17	6 791	1 155	358	34	5 387	906
566	SHOE STORES ³	89	(D)	(D)	(D)	110	12 241	1 826
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	17	(D)	(D)	(D)	53	1 315	286
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	367	84 421	12 807	2 303	354	62 417	9 277
5712	FURNITURE STORES	98	36 666	5 834	916	117	27 428	4 340
OTHER 571	HOME FURNISHINGS STORES.	88	12 156	2 291	548	85	9 035	1 523
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	181	35 599	4 682	839	152	25 954	3 414
58	EATING AND DRINKING PLACES	2 157	127 369	26 071	10 463	2 245	103 277	20 627
5812	EATING PLACES.	861	80 687	20 268	8 211	872	57 404	15 504
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	1 296	46 682	5 803	2 252	1 373	45 873	5 123
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	191	38 508	5 734	1 744	228	31 372	4 534
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	857	83 845	10 845	2 613	848	76 686	9 164
592	LIQUOR STORES.	129	27 573	1 631	422	154	21 437	1 134
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	49	7 590	1 116	223	41	3 596	406
597	JEWELRY STORES	72	7 647	1 301	238	86	5 701	856
5992	FLORISTS	85	4 375	834	231	97	3 366	574

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

MILWAUKEE SMSA—Consists of Milwaukee, Ozaukee, Washington, and Waukesha Counties, Wis.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	10 618	2 128 370	269 085	73 506	10 710	1 702 701	204 718
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	430	81 689	11 571	2 123	507	62 473	8 677
5251	HARDWARE STORES.	152	19 800	2 987	710	191	17 099	2 278
52 EX. 5251	OTHER.	278	61 889	8 584	1 413	316	45 374	6 399
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	318	353 850	53 997	14 390	246	271 340	40 540
531	DEPARTMENT STORES.	37	283 778	43 894	11 041	29	216 605	32 918
533	VARIETY STORES	117	31 856	5 434	1 899	116	25 899	4 582
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	164	38 216	4 669	1 450	101	28 836	3 040
54	FOOD STORES.	1 462	497 610	45 789	12 998	1 647	420 262	35 859
55 EX. 554	AUTOMOTIVE DEALERS	418	386 899	37 946	5 752	404	315 672	28 742
55 PT. (554)	GASOLINE SERVICE STATIONS.	1 263	140 394	12 960	4 494	1 327	116 710	11 035
56	APPAREL AND ACCESSORY STORES	576	119 489	19 338	5 626	662	89 789	14 186
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	212	50 719	8 771	2 759	213	37 389	6 247
562	WOMEN'S READY-TO-WEAR STORES	143	41 386	7 391	2 353	127	29 777	5 067
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	364	68 770	10 567	2 867	449	52 400	7 939
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	90	26 728	4 390	1 159	109	19 177	3 058
565	FAMILY CLOTHING STORES ³	31	14 309	2 185	694	61	12 001	1 813
566	SHOE STORES ³	160	24 035	3 529	876	188	18 184	2 571
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	31	2 612	463	138	91	3 038	497
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	630	117 421	17 699	3 153	556	82 241	12 087
5712	FURNITURE STORES	166	47 925	7 508	1 226	172	33 005	5 106
OTHER 571	HOME FURNISHINGS STORES.	156	18 692	3 601	720	134	12 488	2 238
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	308	50 804	6 590	1 207	250	36 748	4 743
58	EATING AND DRINKING PLACES	3 517	207 571	41 510	17 720	3 562	159 427	31 056
5812	EATING PLACES.	1 425	133 697	32 967	14 240	1 374	91 216	23 675
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	2 092	73 874	8 543	3 480	2 188	68 211	7 381
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	328	68 426	10 666	3 063	353	53 786	7 740
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	1 676	155 021	17 609	4 187	1 446	131 001	14 796
592	LIQUOR STORES.	258	48 129	2 565	708	281	36 362	1 761
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	124	12 967	1 585	307	99	6 211	646
597	JEWELRY STORES	128	11 543	1 928	379	128	8 609	1 304
5992	FLORISTS	161	7 631	1 267	379	142	5 409	937

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	8.7	18.4	25.0	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	(D)	10.7	30.8	(D)	2.6	3.8
5251	HARDWARE STORES	(D)	-6.2	15.8	(D)	0.8	0.9
52 EX. 5251	OTHER	(D)	19.7	36.4	-	1.8	2.9
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	0.9	17.4	30.4	43.3	18.9	16.6
531	DEPARTMENT STORES	3.0	22.1	31.0	40.0	16.4	13.3
533	VARIETY STORES	(D)	5.8	23.0	(D)	1.4	1.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	-45.8	-17.5	32.5	(D)	1.1	1.8
54	FOOD STORES	122.0	16.7	18.4	2.0	22.6	23.4
55 EX. 554	AUTOMOTIVE DEALERS	(D)	14.7	22.6	(D)	16.8	18.2
55 PT.(554)	GASOLINE SERVICE STATIONS	-22.0	14.6	20.3	0.7	5.8	6.6
56	APPAREL AND ACCESSORY STORES	8.2	31.4	33.1	16.6	6.3	5.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	24.6	31.0	35.6	9.3	3.0	2.4
562	WOMEN'S READY-TO-WEAR STORES	33.5	36.7	39.0	7.2	2.4	1.9
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	-7.3	31.8	31.2	7.3	3.3	3.2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	39.9	35.3	42.8	8.7	6.8	5.5
5712	FURNITURE STORES	54.8	33.7	45.2	5.6	3.0	2.2
OTHER 571	HOME FURNISHINGS STORES	40.6	34.5	49.7	1.1	1.0	0.9
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	10.1	37.2	38.2	2.0	2.8	2.4
58	EATING AND DRINKING PLACES	1.9	23.3	30.2	11.4	10.3	9.8
5812	EATING PLACES	0.8	40.5	46.6	8.9	6.5	6.3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	6.1	1.8	8.3	2.5	3.8	3.5
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	60.4	22.7	27.2	2.5	3.1	3.2
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	4.1	9.3	18.3	8.1	6.8	7.3
592	LIQUOR STORES	-14.7	28.6	32.4	0.5	2.2	2.3
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	(D)	111.1	108.8	(D)	0.6	0.6
597	JEWELRY STORES	12.3	34.1	34.1	2.2	0.6	0.5
5992	FLORISTS	11.0	30.0	41.1	0.2	0.4	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	13.0	7.6
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	(0)	(0)
5251	HARDWARE STORES	(0)	(0)
52 EX. 5251	OTHER	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	29.6	19.7
531	DEPARTMENT STORES	31.6	22.7
533	VARIETY STORES.	(0)	(0)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(0)	(0)
54	FOOD STORES	1.2	0.7
55 EX. 554	AUTOMOTIVE DEALERS.	(0)	(0)
55 PT.(554)	GASOLINE SERVICE STATIONS	1.6	0.8
56	APPAREL AND ACCESSORY STORES.	34.6	22.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	40.4	29.6
562	WOMEN'S READY-TO-WEAR STORES.	38.2	28.0
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	29.3	17.2
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	30.1	18.8
565	FAMILY CLOTHING STORES ³	(0)	(0)
566	SHOE STORES ³	(D)	19.8
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	31.2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	16.6	11.9
5712	FURNITURE STORES.	24.5	18.8
OTHER 571	HOME FURNISHINGS STORES	14.7	9.6
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	9.1	6.4
58	EATING AND DRINKING PLACES.	14.5	8.9
5812	EATING PLACES	17.9	10.8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	8.5	5.4
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	10.6	6.0
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	15.6	8.5
592	LIQUOR STORES	3.1	1.8
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	47.3	31.3
5992	FLORISTS.	7.6	4.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)		
				No. 1	No. 2	No. 3
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	10 618	450	64	105	142
	SALES \$1,000. .	2 128 370	161 281	33 380	77 609	57 248
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	5 307	183	14	23	51
	SALES \$1,000. .	773 607	25 750	10 248	11 605	8 488
53 PT.56,57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	1 524	132	26	46	56
	SALES \$1,000. .	590 760	110 652	19 453	54 033	44 473
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	3 787	135	24	36	35
	SALES \$1,000. .	764 003	24 879	3 679	11 971	4 287
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	10 618	450	64	105	142
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	430	1	4	3	5
5251	HARDWARE STORES	152	1	1	2	1
52 EX. 5251	OTHER	278	-	3	1	4
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	318	12	5	7	6
531	DEPARTMENT STORES	37	4	2	4	3
533	VARIETY STORES.	117	4	1	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	164	4	2	2	1
54	FOOD STORES	1 462	20	5	10	16
55 EX. 554	AUTOMOTIVE DEALERS.	418	6	1	5	5
55 PT.(554)	GASOLINE SERVICE STATIONS	1 263	9	5	13	3
56	APPAREL AND ACCESSORY STORES.	576	92	15	24	29
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	212	38	8	11	12
562	WOMEN'S READY-TO-WEAR STORES.	143	24	4	7	7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	364	54	7	13	17
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	630	28	6	15	21
5712	FURNITURE STORES.	166	9	2	3	8
OTHER 571	HOME FURNISHING STORES.	156	7	2	4	2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	308	12	2	8	11
58	EATING AND DRINKING PLACES.	3 517	149	7	11	34
5812	EATING PLACES	1 425	94	6	8	13
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	2 092	55	1	3	21
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	328	14	2	2	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	1 676	119	14	15	22
592	LIQUOR STORES	258	4	1	1	4
595	SPORTING GOODS STORES, BICYCLE SHOPS.	124	1	-	-	-
597	JEWELRY STORES.	128	22	2	2	5
5992	FLORISTS.	161	3	-	1	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned centers known as "Bay Shore Shopping Center" and "Glen Bay Shopping Center" and establishments on the east side of N. Port Washington Rd. from W. Silver Spring Dr. to Montclair Ave., and on W. Silver Spring Dr. from N. Bay Ridge Ave. to the North-South Freeway (U.S. Hwy. 141). (Glendale and Whitefish Bay)

MRC No. 2 Includes the planned center known as "Capital Court" and establishments on W. Capital Dr. from N. 49th to N. 62nd; on W. Fond du Lac Ave. from W. Melvina St. to W. Baldwin; on N. 60th St. from W. Capital Dr. to W. Ruby Ave., and on N. 50th St. from W. Capital Dr. to Fiebrantz Ave. (Milwaukee city)

MRC No. 3 Includes the establishments in the area bounded by: W. Mitchell, 15th, W. Lapham, S. 5th, W. Maple, S. 7th, W. Burnham, and S. 16th Streets. (Milwaukee city)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)				
		No. 4	No. 5	No. 7	No. 8	No. 9
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	49	76	79	26	57
	SALES \$1,000. . .	26 220	65 734	22 376	13 396	48 109
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	22	22	22	10	8
	SALES \$1,000. . .	1 745	14 808	3 444	3 843	2 826
53 PT.56,57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	17	31	36	9	36
	SALES \$1,000. . .	23 389	35 355	16 234	8 681	43 710
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	10	23	21	7	13
	SALES \$1,000. . .	1 086	15 571	2 698	872	1 573
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	49	76	79	26	57
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	3	2	3	1	1
5251	HARDWARE STORES	1	1	2	-	1
52 EX. 5251	OTHER	2	1	1	1	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	2	8	4	4	4
531	DEPARTMENT STORES	1	4	2	2	2
533	VARIETY STORES.	1	3	2	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . .	-	1	-	1	1
54	FOOD STORES	7	11	10	4	4
55 EX. 554	AUTOMOTIVE DEALERS.	1	6	1	-	-
55 PT.(554)	GASOLINE SERVICE STATIONS	1	7	2	3	2
56	APPAREL AND ACCESSORY STORES.	7	16	23	5	27
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	1	6	13	2	12
562	WOMEN'S READY-TO-WEAR STORES.	1	5	8	1	10
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	6	10	10	3	15
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	8	7	9	-	5
5712	FURNITURE STORES.	5	2	4	-	3
OTHER 571	HOME FURNISHING STORES.	-	2	2	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	3	3	3	-	2
58	EATING AND DRINKING PLACES.	15	9	10	5	3
5812	EATING PLACES	5	7	6	3	3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	10	2	4	2	-
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	-	2	2	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	5	8	15	3	10
592	LIQUOR STORES	-	2	3	2	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	1	1	-	-	1
597	JEWELRY STORES.	1	1	2	1	1
5992	FLORISTS.	1	1	1	-	1

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 4 Includes the establishments on W. Fond du Lac Ave. from W. Lloyd to W. Ash; on W. North Ave. from N. 20th to N. 24th; on N. Meinecke Ave. from Fond du Lac Ave. to N. 22nd; on W. Medford Ave. from W. North Ave. to W. Oak and on N. 20th St. from W. Garfield to W. North Ave. (Milwaukee city)

MRC No. 5 Includes the planned centers known as "Point Loomis Shopping Center" and "Southgate Center" and establishments on S. 27th St. from W. Oklahoma Ave. to W. Howard Ave. and on W. Loomis Rd. from S. 27th St. to S. 31st extended. (Milwaukee)

MRC No. 7 Includes the establishments on W. North Ave. from N. Second St. to N. Fourth St. and on N. Third St. from W. Brown To W. Wright. (Milwaukee city)

MRC No. 8 Includes the planned center known as "Packard Plaza" and establishments on S. Packard Ave. from E. Wanda Ave. to E. Ramsey Ave.. (Cudahy)

MRC No. 9 Includes the planned center known as "Mayfair Shopping Center" and establishments on the east side of N. Mayfair Rd. (108th) from W. North Ave. to Blue Mound Country Club Boundry, and on W. North Ave. from N. 104th St. to Mayfair Rd. (108th St.) (Wauwatosa)

TABLE 6. Major Retail Centers in the SMSA: 1967--Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)				
		No. 10	No. 12	No. 13	No. 14	No. 15
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	13	82	11	19	18
	SALES \$1,000. .	11 156	22 960	10 766	5 487	13 357
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	5	15	2	6	3
	SALES \$1,000. .	1 262	3 888	(0)	(0)	(D)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	3	35	4	12	11
	SALES \$1,000. .	(D)	13 507	(0)	4 222	(D)
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	5	32	5	1	4
	SALES \$1,000. .	(0)	5 565	1 135	(D)	(0)
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	13	82	11	19	18
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	1	7	-	-	-
5251	HARDWARE STORES	1	3	-	-	-
52 EX. 5251	OTHER	-	4	-	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	2	7	3	2	4
531	DEPARTMENT STORES	2	1	1	1	3
533	VARIETY STORES	-	3	1	1	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	-	3	1	-	1
54	FOOD STORES	1	2	1	5	3
55 EX. 554	AUTOMOTIVE DEALERS.	2	2	2	-	1
55 PT. (554)	GASOLINE SERVICE STATIONS	2	2	1	-	-
56	APPAREL AND ACCESSORY STORES.	-	18	1	6	6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	-	6	-	1	2
562	WOMEN'S READY-TO-WEAR STORES.	-	5	-	1	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	-	12	1	5	4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	1	10	-	4	1
5712	FURNITURE STORES.	-	2	-	2	-
OTHER 571	HOME FURNISHING STORES.	-	-	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	1	8	-	2	1
58	EATING AND DRINKING PLACES.	3	10	-	-	-
5812	EATING PLACES	3	5	-	-	-
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-	5	-	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	1	3	1	1	-
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	-	21	2	1	3
592	LIQUOR STORES	-	-	-	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	1	1	-	-
597	JEWELRY STORES.	-	6	1	-	-
5992	FLORISTS.	-	2	-	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 10 Includes the establishments in the 10700 - 11100 blocks, inclusive of National Ave. and on S. 108th from W. Arthur to N. Dakota. (West Allis, Milwaukee County)

MRC No. 12 Includes the establishments in the area bounded by: Fox River, Barstow St., Wisconsin Ave., Maple Ave. and Maple Ave. extended. (Waukesha city, Waukesha Co.)

MRC No. 13 Includes the planned center known as "Northland Shopping Center" and establishments on the west side of N. Teutonia Ave. from Kaul Ave. extended to the C. and N.W. R.R. (Milwaukee)

MRC No. 14 Includes the establishments on W. Vliet St. from N. 12th St. to N. 13th St. and the establishments on the west side of N. 12th St. from W. Vliet St. to W. Cherry St. (Milwaukee)

MRC No. 15 Includes the planned center known as "Brookfield Square Shopping Center" and the establishments on W. Blue Mound Rd. and Moorland Rd. (Brookfield)

RACINE, WIS.

Standard Metropolitan Statistical Area



RACINE, WIS.

City and Major Retail Centers

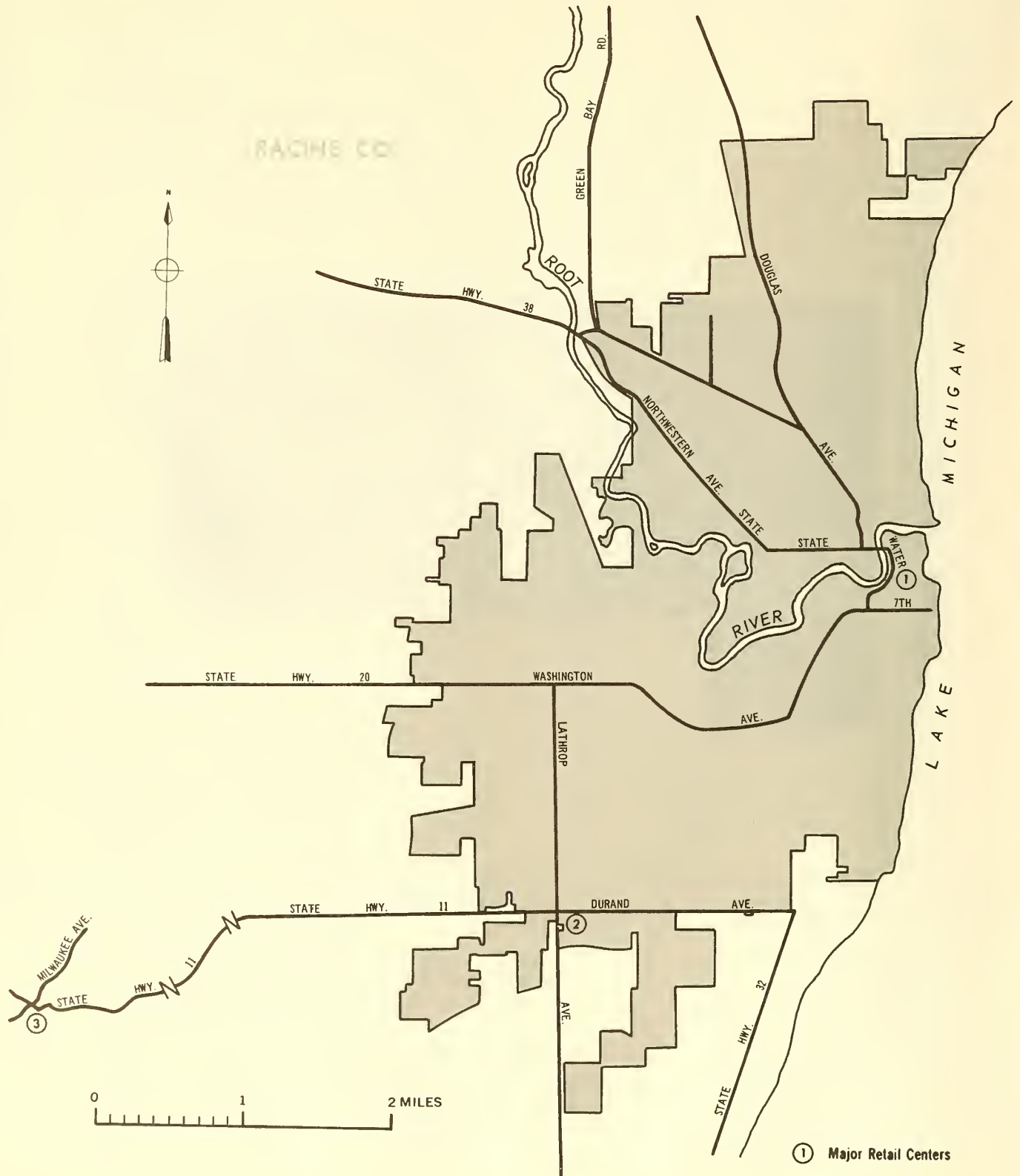


TABLE 1. Major Retail Centers in the SMSA: 1967

RACINE SMSA—Coextensive with Racine County, Wis.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)		
			No. 1	No. 2	No. 3
	RETAIL STORES, TOTAL: ¹				
	NUMBER.	1 336	111	45	61
	SALES \$1,000. .	237 688	28 064	22 460	10 656
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER.	607	27	14	17
	SALES \$1,000. .	87 933	2 838	9 457	1 855
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER.	205	45	18	21
	SALES \$1,000. .	58 176	14 169	11 644	3 759
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER.	524	39	13	23
	SALES \$1,000. .	91 579	11 057	1 359	5 042
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	1 336	111	45	61
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	69	6	1	6
5251	HARDWARE STORES	21	1	1	2
52 EX. 5251	OTHER	48	5	-	4
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	39	7	4	3
531	DEPARTMENT STORES	8	2	2	1
533	VARIETY STORES.	15	2	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	16	3	1	1
54	FOOD STORES	179	10	7	4
55 EX. 554	AUTOMOTIVE DEALERS.	76	2	4	3
55 PT. (554)	GASOLINE SERVICE STATIONS	155	2	6	3
56	APPAREL AND ACCESSORY STORES.	80	22	11	11
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	32	7	5	5
562	WOMEN'S READY-TO-WEAR STORES.	21	4	3	5
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	48	15	6	6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	86	16	3	7
5712	FURNITURE STORES.	14	6	-	2
OTHER 571	HOME FURNISHING STORES.	24	4	1	2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	48	6	2	3
58	EATING AND DRINKING PLACES.	386	13	5	10
5812	EATING PLACES	179	6	4	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	207	7	1	6
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	42	4	2	3
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	224	29	2	11
592	LIQUOR STORES	29	-	1	2
595	SPORTING GOODS STORES, BICYCLE SHOPS.	23	2	-	2
597	JEWELRY STORES.	20	6	-	2
5992	FLORISTS.	22	2	-	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by Root River, Lake Michigan, 7th extended, 7th, Washington Ave., Center extended and Center. (Racine city) Tract 1

MRC No. 2 Includes the planned center known as "Elmwood Plaza" and establishments in the area bounded by north side of Durand Ave., Wheelock, south property line of shopping center and Kentucky St., and establishments on Lathrop Ave. from Durand Ave. to Blue River Ave. (Racine Co.)

MRC No. 3 Includes establishments in the area bounded by Mill St., Mill St. ext., Soo Line R.R., Washington St., E. Washington St., N. Kane St., north side of Milwaukee Ave., and south side of W. Chestnut St. (Burlington)

Appendix

GENERAL EXPLANATION

CENSUS COVERAGE

Method of Coverage—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

1. The "nonmail" universe—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

2. The "mail" universe—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:

a. Firms in the census prec canvass—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

b. Firms not in the census prec canvass—Other firms included in the "mail" universe consist of the following categories:

- (1) The 10 percent of "small employer" firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

Comparison of the 1963 Census with the 1967 Census—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. **Classification**—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.

b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.

c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.

d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

2. **Areas**—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

3. **Active proprietors**—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two

proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. **Coverage of nonemployers**—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census non-employer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an in-scope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. **Payroll**—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual¹ for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

Sales—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

Payroll, entire year—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

Paid employees for the pay period including March 12, 1967—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

¹ Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.

Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67—MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, and roofing materials.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores." Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales

of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Women's accessory and specialty stores (SIC 563)—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

Furriers and fur shops (SIC 568)—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)—Comprises the following industries:

Children's and infants' wear stores (SIC 564)—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

Custom tailors (SIC 567)—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. * (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

Home furnishings stores (SIC 571, except 5712)—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

Household appliance, radio-TV, music stores (SIC 572 and 573)—Comprises the following industries:

Household appliance stores (SIC 572)—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

Radio and television stores (SIC 5732)—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

Record shops (part of SIC 5733)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (part of SIC 5733)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

Eating places (SIC 5812)—Comprises the following industries:

Restaurants, lunchrooms, caterers—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods

and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

Cafeterias—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

Refreshment places—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbequed chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

DRUG STORES AND PROPRIETARY STORES (SIC 591)

Drug stores (part of SIC 591)—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Sporting goods stores; bicycle shops (SIC 595)—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

Jewelry stores (SIC 597)—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992)—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; typewriter stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

NONSTORE RETAILERS (Part of SIC Major Group 53)

The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D. C. 20233.

Current Business Reports

The Bureau of the Census publishes the results of its continuing surveys in a series of reports issued weekly, monthly, quarterly, and annually. Listed below are selected reports which comprise a valuable reference library on current business developments.

COUNTY BUSINESS PATTERNS (CBP)

Data on mid-March employment and January-March payrolls taxable under the Federal Insurance Contributions Act are published annually in these reports for the United States, States, counties, and standard metropolitan statistical areas. These statistics are shown for many kinds of business under the following broad industry groups: Agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

RETAIL TRADE REPORTS

Weekly Retail Sales—Estimates of weekly retail sales for the United States for selected major kind-of-business groups, including figures for the comparable weeks in the previous year. Issued each Thursday.

Monthly Department Store Sales for Selected Areas—Monthly dollar sales volume and the percent change in sales compared with the previous month and the same month in the previous year. Cumulative year-to-date comparisons with data for the previous year are also shown. Data are collected in about 200 standard metropolitan statistical areas, cities, and other areas.

Monthly Retail Sales—Estimates of monthly retail sales for the United States by major kind-of-business groups and selected individual kinds of business; separate figures shown, in more limited kind-of-business detail, for firms operating 11 or more retail stores. Summary sales data presented for geographic regions and divisions, and for 15 large States and 20 large standard metropolitan statistical areas. Also included are national estimates of end-of-month accounts receivable balances for retail stores.

Annual Retail Trade Report—Estimates of inventories held by retailers in the United States by major kind-of-business groups and selected individual kinds of business. Separate figures shown in more limited kind-of-business detail for firms operating 11 or more retail stores. Also shown are sales-inventory ratios as well as per capita sales, by kind-of-business for the United States, by major kind-of-business groups for geographic regions, and sum-

mary figures for geographic divisions and for the larger States and standard metropolitan statistical areas.

MONTHLY WHOLESALE TRADE REPORT

This report includes estimated dollar sales, end-of-month inventories, and stock-sales ratios of merchant wholesalers, by kind of business for the current month, with comparisons for previous months. Dollar volume sales estimates are shown by geographic division in total and for durable and non-durable kind-of-business subtotals. Sales and inventory trends (percent changes) are shown by detailed kinds of business at the national level and for selected categories by geographic division. Measures of sampling variability are given. United States data are shown adjusted for seasonal variations and, in the case of sales, also for trading-day differences.

MONTHLY SELECTED SERVICES RECEIPTS

This report provides data on monthly receipts of six major kind-of-business groups of services: Hotels, motels, tourist courts, trailer parks, and camps; personal services; business services; automotive services; miscellaneous repair services; and motion picture, amusement, and recreation services. Comparable data for the previous months and for the same month in the previous year are also shown, in addition to the percent changes. Data are shown both unadjusted and adjusted for seasonal variations and trading day differences.

OTHER CURRENT BUSINESS REPORTS

Canned Food Report—This report is issued as of five dates—January 1, April 1, June 1, July 1, and November 1—to show total stocks of wholesale distributors and canners, including warehouses of retail multiunit organizations, of selected canned food items (vegetables, fruits, juices, fish). In the January 1 report separate data are shown for the No. 10 can size, as well as for warehouse stocks of retail multiunit organizations.

Green Coffee Inventories and Roastings—This quarterly report provides estimates of green coffee inventories held by roasters, importers, and dealers, the quantity of green coffee roasted, and the amount roasted for soluble use, by quarters, for the current and previous three years. Also included are quarterly imports of green coffee during the same period.

For additional information on the contents and subscription prices of these reports, write to Bureau of the Census, Washington, D.C. 20233.



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